LEO BURNETT COMPANY, *Inc.*
Ad No. 263 (Brown)—Req. No. 7022—1 Page—4/C (duo)—10⅛ x 13⅝ in.—National Magazines, 1971 (D)
Printed in U.S.A.

PARLIAMENT
100's
A cigarette plus its own holder
for the price of an ordinary cigarette.
When you buy a pack of Parliaments, you get what you'd expect. Twenty cigarettes.
Plus something you might not expect. Twenty cigarette holders.
You see, the tip of every Parliament has a tough outer shell. With a filter tucked inside.
So you get good, clean Parliament taste. And no filter taste.
The Parliament. Plus holder. A great buy at both ends.
King-Size and Charcoal 100's.
It works like a cigarette holder works.
Kings: 16 mg. "tar", 1.0 mg. nicotine
100's: 16 mg. "tar", 1.2 mg. nicotine av. per cigarette, FTC Report Nov. '70

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Source: https://www.industrydocuments.ucsf.edu/docs/rhln0003